

The following is in reference to a growing concern within our industry and the FCC on localism in radio.

The success of small and medium market radio operators is greatly measured on how well we serve the community. My 2 stations in Northampton, MA understand and subscribe to the importance of being local.

Our FM, WRSI The River provides listeners with a mission statement; we promise to respect our listeners and to be intensely involved with our community. We've developed a listener club called the "Riverlution". Listeners join the "Riverlution" and become active participants in helping the radio station serve the needs of the public. Once a month, the station highlights a non-profit group in the community providing them with a month long spotlight which profiles and raises awareness of their services. If the group is having an event we provide them with a free 2 hour live broadcast. This month we're spotlighting a local non-profit group that's advocating literacy and the joy of reading. Proceeds benefit local free public libraries. Members of our listener club, "The Riverlution" are asked to support this community effort by joining the station at a day long celebration that concludes this month's "Riverlution" spotlight.

Our AM, WHMP provides various public affairs programs throughout the week. In addition our Morning News Watch program is built on the reputation as being the source for local news, weather, cancellations and community involved issues. In addition to hosting News Watch, our morning host is well known in the community for writing a weekly editorial in the local newspaper. He also hosts a weekly public affairs program on a local TV cable channel.

Recently the Western Massachusetts Food Bank issued a State Emergency Food Pantry Shortage. Both radio stations responded by doing a daylong food drive in our parking lot, the response from our listeners was overwhelming. By the end of the day we raised close to 1,000 pounds of food.

Many of our employees are actively involved in volunteering their time with various non profit groups, Big Brothers Big Sisters, YMCA, Chamber Of Commerce, Animal Shelters etc.

Defining and servicing the lifestyle of our listeners begins with serving the community we live in. Let's not allow other mediums, including newspaper, TV and Satellite, to best us at what we can potentially do better than any of those mediums. It is radio's responsibility to be the mouthpiece of the community.

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